

Mars Wrigley India Accelerates Sustainability Goals with CleanMax Partnership

- Landmark collaboration to drive renewable energy adoption and achieve net zero emissions by 2050
- The initiative enables high amount of renewable energy yield annually, equivalent to planting approx. 400,000 trees

National, 06, August 2024: Mars Wrigley India, a leading confectionery company known for its beloved brands, has partnered with CleanMax, Asia's premier renewable energy provider for the Commercial and Industrial (C&I) sector and a Brookfield backed company, to further its commitment to sustainability. This strategic partnership aims to significantly reduce carbon emissions and enhance the company's renewable energy footprint, propelling Mars Wrigley India towards its ambitious target of achieving net zero emissions by 2050.

With this partnership, CleanMax will be commissioning a total of 6.2 MWp of offsite & onsite solar projects, meticulously tailored to meet the diverse energy requirements of Mars Wrigley India's manufacturing plants. One of the flagship initiatives, encompasses a 4 MWp offsite solar project, which delivers renewable energy to Mars' manufacturing plant in Pune through CleanMax's Akot Farm in Maharashtra. The onsite solar project on the other hand also significantly contributes in enhancing Mars Wrigley India's energy independence while reinforcing their commitment to sustainable operations.

Tamer Kadry, Country General Manager, Mars Wrigley India, expressed his enthusiasm about the partnership: *"At Mars Wrigley India, sustainability is at the core of our operations. Our collaboration with CleanMax marks a pivotal step in our journey towards achieving our 2050 net zero emissions goal. By harnessing renewable energy across our facilities, we are not only reducing our carbon footprint but also upholding our purpose. We continue to innovate and uphold sustainable practices from our factories to the end use of our products, ensuring minimal to no negative impact on the environment."*

Positive impact of renewable energy on environment and local communities

Guided by Mars's purpose and motto, "the world we want tomorrow starts with how we do business today," these projects collectively play a crucial role in Mars Wrigley India's sustainability journey. They contribute to substantial reductions in CO2 emissions of approximately 119,000 tCO2e over the term of the projects and align with the company's broader environmental commitments. In total the multiple initiatives will enable yield of approximately 9.3 GWh of renewable energy annually, equivalent to planting approx. 400,000 trees.

Progressing towards a healthier planet for future generations

Mars Wrigley's initiatives are part of the larger *Mars Sustainable in a Generation Plan* in line with the UN Sustainable Development Goals. The roadmap aims to guide Mars in delivering science-based solutions that will significantly reduce its overall impact on the environment. The initiative is aligned to various other steps undertaken to expand the use of renewable energy, support water conservation in farming, eliminate deforestation, and evolve product packaging towards a circular economy.

Kuldeep Jain, Managing Director of CleanMax, shared his insights on the collaboration: *“Joining hands with Mars Wrigley India in their sustainability efforts is a moment of pride for us. This collaboration reflects a shared commitment to a green and decarbonized future. CleanMax provides tailored & innovative renewable energy solutions to assist Mars Wrigley India in reducing its environmental impact and achieving its sustainability milestones.”*

With CleanMax enabling Mars Wrigley India to integrate renewable energy solutions into their operations, they are jointly setting an inspiring example for the corporate sector, championing the transition to a cleaner, more resilient future.

About Mars:

For more than a century, Mars, Incorporated has been driven by the belief that the world we want tomorrow starts with how we do business today. This common purpose unites our 140,000+ Associates. It is at the center of who we are as a global, family-owned business, and it fuels how we are transforming, innovating, and evolving to make a positive impact on the world.

Every year, our diverse and expanding portfolio of quality confectionery, food, and pet care products and services delight millions of people and support millions of pets. With almost \$45 billion in annual sales, we produce some of the world’s best-loved brands including Ben’s Original[™], CESAR[®], Cocoavia[®], DOVE[®], EXTRA[®], KIND[®], M&M’s[®], SNICKERS[®], PEDIGREE[®], ROYAL CANIN[®], and WHISKAS[®]. We are creating a better world for pets through nutrition, breakthrough programs in diagnostics, wearable health monitoring, DNA testing, pet welfare and comprehensive veterinary care with AniCura, BANFIELD[™], BLUEPEARL[™], Linnaeus, and VCA[™].

We know we can only be truly successful if our partners and the communities in which we operate prosper. The Mars Five Principles – Quality, Responsibility, Mutuality, Efficiency, and Freedom – inspire our Associates to act every day to help create a better world tomorrow in which the planet, its people, and pets can thrive.

About Clean Max Enviro Energy Solutions Pvt. Ltd. (CleanMax):

CleanMax is Asia’s leading renewable energy company in the C&I (Commercial and Industrial) sector with 2GW of operating renewable assets with a highly skilled and professional team spread across India, Middle East, and South-East Asia. CleanMax is a Brookfield backed company. Brookfield is a leading global alternative asset manager with over \$925 billion of assets under management.

We pioneered the ‘Energy Sale’ model for rooftop solar in India in 2011 and focusing on the vision of being the sustainability partner of choice for corporates. CleanMax operates some of the best managed renewable energy assets including rooftop solar projects, solar farms, wind farms and wind solar hybrid farms. We serve over 400+ distinct corporates from our 2GW project portfolio. With many responsible companies in India committing to being Net Zero by 2030, CleanMax’s Hybrid solutions have helped accelerate customer’s shift to clean energy in a risk free and hassle-free manner with its comprehensive solutions. Companies across industries such as Data Centres, Textiles, Automotive, Chemicals, FMCG, Pharma have increasingly relied on CleanMax as their Net Zero Solutions provider. The company develops projects on a turnkey basis, providing power on a per kWh basis, under long-term Power Purchase Agreements, at rates better than prevailing grid tariffs. CleanMax was the first Indian company to win the prestigious Transformational Business Awards 2018 by Financial Times (FT) and International Finance Corporation (IFC) in Achievement in ‘Transformational Infrastructure’ category.

